NO I.D.

Vend-Ability 1974

PHILIP MORRIS BRANDS ARE SALES LEADERS

MARLBORO + 10.3%*

The #1 selling cigarette in the world

100 mm brands account for 23.6%* of total industry sales

ARE YOU GETTING YOUR SHARE?

+ 13.7%
+ 9.1%
+ 20.0%
+ 15.0%
+ 13.2%
+ 17.1%

*Increase 1st six months 1974 vs. 1973

Philip Morris is the leader in 100mm sales

Source: The Maxwell Report, July 29, 1974 courtesy of the Maxwell Division of Wheat, First Securities Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0003